



Memorandum

TO: Honorable Mayor and City Council

FROM: William F. Sherry, A.A.E.

**SUBJECT: Airport Business Development
Positions**

DATE: May 26, 2006

Approved

/s/

Date

05/26/06

SUBJECT: Two Community Relations and Business Development Positions – Why Located in the ANSG?

This memorandum is prepared in response to the Council inquiry regarding the base budget reallocation of two positions in the Airport's Business Development and Community Relations Division, as referenced on page VII-397 of the 2006-2007 Proposed Operating Budget. *"Two Business Development positions have been reallocated to support the Airport Neighborhood Services Group (ANSG)¹ and community air service to provide additional outreach to airlines and local businesses²."*

This memo also provides information associated with Budget Document #29 - Airport Neighborhood Services Group Staff Reallocation.

On August 30, 2005, the Airport experienced a vacancy in one of the Marketing and Public Outreach Representatives positions that serves the Airport Neighborhood Services Group (ANSG). Since the position was vacant and frozen, the Airport reassigned a filled Marketing and Public Outreach Representative located in the Airport Customer Services Core Service to fill behind the vacancy. This transfer of staff serves to provide the established staffing level for the ANSG, and provides experienced staff to continue the important work with local neighborhoods through public outreach and community interaction. No resource, funding or staff, has been diverted from the ANSG.

During the fall of 2005, a determination was made to enhance staffing associated with the Community Air Service programs that provide outreach to airlines and local businesses, and as a result, a Marketing and Public Outreach Manager was reallocated in the base budget from the Customer Service Core Service to the Community Air Service Core Service. This reallocation reflects the importance of performing outreach to local businesses in order to meet air service needs to support the economy. The additional utilization of this position to gather information for airline service marketing efforts has also offset reductions to non-personal consultant services funding that have been required due to limited resources. The base budget movement of this position recognizes the Airport's continuing commitment to its role as an economic engine for the local economy.

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This base budget reallocation of positions also reflects the Airport's realization that it has dual responsibilities to be a good neighbor in the community and to assist in driving the local economy by meeting the needs for air service by local businesses. These reallocations do not intermingle resources or lessen the commitment to either responsibility, but instead will help the Airport achieve the desired goals of each strategic area.

/s/
WILLIAM F. SHERRY, A.A.E.
Director of Aviation

JP:JS:KP